

# ALABAMA BLAST

Alabama Iron & Steel Council Newsletter

## Priorities for Change

### Public Awareness Campaign Launched



Since its creation as a public-private partnership by Governor Bob Riley in 2008, the Alabama Iron and Steel Council has worked to develop strategies to support and grow the

state's vital iron and steel industry. At its quarterly meeting in September, the Council approved an action plan aimed at promoting public awareness of the industry and the significant achievements of iron and steel companies in two key areas: Environmental and Energy Issues, and Education and Workforce Development.

The focus areas reflect priority issues for all of Alabama's iron and steel companies, and areas where public awareness often is lacking of the positive stories the industry has to tell. The public awareness initiative includes formation of two new action groups to develop and implement specific strategies

and activities for each of the key focus areas. The action groups are comprised of representatives from the Council's various member organizations, including iron and steel producing companies; supplier and customer companies; state government agencies, and the university community.

In the first focus area – involving environmental and energy issues – the iron and steel industry in Alabama has a record of leadership that the action group will focus on. These include development of benchmark programs and processes that have eliminated or significantly reduced emissions and have substantially cut consumption of non-renewable sources of energy. Iron and steel producers have a centurylong tradition of efficient recycling practices – recycling old products, waste materials and energy long before recycling became an environmental buzzword -- and the industry remains among the most efficient recyclers anywhere in the world. Alabama's iron and steel companies also are involved with a number of conservation, wildlife habitat and wetlands reclamation projects that benefit the state and its citizens. The Iron & Steel Council will implement plans to highlight these and many other environmental and energy conservation stories.

In addressing the second focus area, the Education and Workforce Development Action Group will identify ways to promote the rewarding career paths offered by Alabama's iron and steel industry and to work with educators to develop curricula and courses to give employees the skill-sets needed for today's

computer-driven high-tech iron and steel-making processes. The growing iron and steel industry provides some of the state's most lucrative career opportunities, with some of the highest pay and best benefits in Alabama's business community. The Iron and Steel Council will work closely with education officials at the state and local levels to promote these opportunities among students, parents, teachers and guidance counselors. The Education and Workforce Development Action Group will recommend ways to dovetail with the existing training initiatives under way in Alabama while focusing on the specific opportunities and needs of the state's iron and steel companies.

An initial project for both focus areas will involve creation of an industry video that will highlight the positive, high-tech, green record and the career opportunities provided by iron and steel companies. The video will be used to help tell the industry's story to educators and students, employees, business leaders, elected officials, the media and others.

The focus area initiative will be developed over the next year by the two action groups in concert with the existing committee structure of the Iron and Steel Council, including the Council's Executive Committee, Communications Committee and Governmental affairs Committee. For more on the Council and its activities, go to [www.alabamaironandsteel.org](http://www.alabamaironandsteel.org).



*Industry Provides Rewarding Career Opportunities*

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## CMC Steel Alabama Hosts STEELDAY 2009

CMC Alabama hosted "SteelDay 2009", a successful part of a national event where more than 7,000 people attended over 170 free events across the country, on September 18th. As part of the first ever national networking and education day for the design and construction community hosted by the American Institute of Steel Construction and its members, CMC invited the public to visit the Mini-Mill in Birmingham. Recognized by the Steel Manufacturer's Association as the Safest Steel Mini-Mill in North America in 2006 and 2008, guests participated in a tour of the mill to experience how CMC works day in and day out.

CMC provided the required hard hats, safety glasses, hearing protection and jackets, as well as safety instructions to all in attendance. Attendees learned about and witnessed the steel making process from start to finish as questions and interaction were strongly encouraged. The tour of the steel rolling mill and meltshop allowed guests to learn first-hand about how steel is produced. "SteelDay" is planned to be an annual event.

## ACIPCO Designated "FIT-FRIENDLY" Company

American Cast Iron Pipe Company (ACIPCO) has been named a 2009 Start! Fit-Friendly Company by the American Heart Association (AHA) for championing employee health and creating a culture of wellness in the workplace. This marks the second consecutive year that ACIPCO has earned the Gold Level designation in the Start! program.

The Gold Level designation is awarded based on several criteria outlined by AHA in the areas of physical activity, nutrition and culture. For example, offering exercise classes onsite, featuring a healthy meal option in the cafeteria, and conducting annual employee health risk assessments.

"ACIPCO's commitment to the good health of its employees is the right thing to do, but it's also smart business," said Sheri Snow, Wellness manager. "It increases productivity, reduces absenteeism, lowers turnover and reduces health care costs."

ACIPCO, founded in Birmingham in 1905, is a manufacturer of ductile iron pipe, fire hydrants and valves for the waterworks industry and steel pipe for the oil and gas industry.

ACIPCO's diversified product line also includes spiral-welded steel pipe, fire pumps, centrifugally cast steel tubes, static castings and fabricated assemblies.

## AISC Internal Survey Reveals Industry Impact on State

The result of the first company survey of our membership have been compiled of the first quarter of 2009. Despite a challenging economic atmosphere the iron and steel industry continues to have a strong impact on Alabama's economy in the area's of production, employment and capital spending.

**480** tons of iron were produced at Alabama plants in the first quarter of this year.

The total tons of steel produced in the same period was **1.2 million**

**8,122** people are employed in hourly and salaried, full-time, part-time and contract positions at Alabama plants and facilities.

The total wages paid to these employees was **\$121,757 million** excluding the costs of benefits.

And over \$128 Million was spent on **ALL** Capital Investment Spending at Alabama plants and facilities in the first quarter of 2009. **\$128 million**

**1.2 million** Shipments of over 1.2 million tons were also made to destinations within Alabama, other states, and foreign countries during this time.

## Stewards of the Environment

- Almost 69% of all steel is recycled in North America each year - more than paper, aluminum, plastic and glass combined.
- The North American Steel Industry has achieved a 90% reduction in the discharge of air and water emissions versus 10 years ago.
- In 2006, the steel industry recycled enough steel from old cars to produce nearly 13.5 million new ones.



*Recycling Practices at ACIPCO*



## New officers gathered at Tannehill Ironworks State Park for quarterly meeting of the Alabama Iron and Steel Council.

Pictured left to right: Brian Tomlinson, SSAB Steel, Council Treasurer; Van Richey, ACIPCO, Council Vice Chairman; Mike Buckentin, CMC Steel, Council Chairman; Jim Bennett, Alabama Labor Commissioner, Council Secretary.

The next meeting of the Alabama Iron & Steel Council is scheduled for Tuesday, December 8, 2009, hosted by O'Neal Steel in Birmingham.

### AISC Visits Industry's Roots Tannehill State Park

"Past was prologue" for the Alabama Iron & Steel Council at its quarterly meeting in September held at the Tannehill Ironworks Historical State Park and Museum near Birmingham. The historic setting gave Council members the chance to view first-hand the legacy and importance of Alabama's iron and steel industry as they worked on initiatives to promote the industry's ongoing growth and contributions far into the future. The meeting was hosted by Alabama Labor Commissioner Jim Bennett, who has been a leader in the Tannehill Park restoration as a member of the Alabama Historic Ironworks Commission and who serves as Secretary of the Iron and Steel Council. Also serving as hosts for the meeting, were Matt Walker, administrator at Tannehill Ironworks Historical State Park, and Jack Bergstresser, museum curator and industrial archaeologist for Tannehill.

The 1,500 acre historical park includes the Iron and Steel Museum of Alabama, where Council members

viewed *Industry Provides Rewarding Career Opportunities* period steam engines, iron-working machines and artifacts from the antebellum period, and a host of other historic displays. The tour of Tannehill included the Civil War era furnaces which are among the best preserved anywhere in the country. The meeting site was particularly gratifying and appropriate for many of the Council members since their companies have contributed funding and a variety of historic artifacts and products to the Tannehill museum. During its meeting, the Council presented Commissioner Bennett with a financial contribution for the museum.

### New AISC Chairman Selected

At its quarterly meeting in September at Tannehill State Park, the Alabama Iron and Steel Council approved selection of Mike Buckentin, Vice President and General Manager of CMC Steel in Birmingham, as the new Council chairman. Mike succeeds Bob Soulliere, who retired as Vice President of ThyssenKrupp Steel in Mobile. Mike joins the Council's other officers through June, 2011: Van Richey, President and CEO of ACIPCO in Birmingham, Council Vice Chairman; Brian Tomlinson, Controller of SSAB Steel in Mobile, Council Treasurer; and Jim Bennett, Alabama Labor Commissioner, Council Secretary.

The next quarterly meeting of the Council is scheduled for December 8, 2009, at O'Neal Steel in Birmingham.

### Alabama Iron and Steel Council Launches Website

The Alabama Iron & Steel Council recently launched our website designed as an important tool in the Council's mission as an advisory, educational and communications advocate for Alabama's vital iron and steel industries.

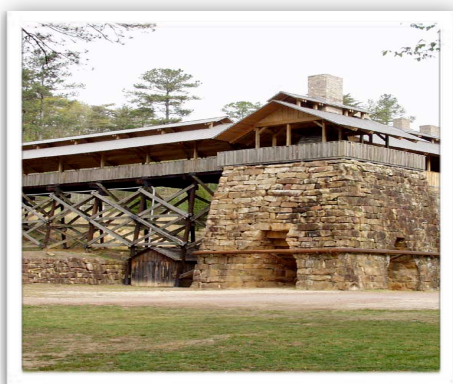
The new website provides news, statistics and other information about the Alabama Iron and Steel Council along with the industries and companies it represents. The web page provides links to AISC member companies and various other sites related to the iron and steel industries in Alabama.

"We hope it will serve as an important source of information for media, elected officials, the academic community, and the general public about the iron and steel industries in Alabama and the essential role they play in the state's economic and job base" said Ernie Glenn, AISC administrator.

The website domain address is: [alabamaironandsteel.org](http://alabamaironandsteel.org).

### AISC Retains Bellwether Group

Ernie Glenn, AISC Administrator recently affiliated with the Bellwether Group, and Mobile based marketing and public affairs firm. Bellwether will provide creative services, counsel, and administration for the AISC, led by Glenn and assisted by owner, Kinnon Phillips, and Account Coordinator, Marissa Fleming. Learn more about the Bellwether Group at [www.bellwether-group.com](http://www.bellwether-group.com).



*Tannehill Historical State Park*





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## Alabama Iron & Steel Council Membership

### Members:

American Cast Iron Pipe Company  
CMC Steel Group  
McWane Cast Iron Pipe Company  
Nucor Steel Corporation  
SSAB Steel, North American Division  
ThyssenKrupp Steel USA  
U.S. Pipe & Foundry Company  
U.S. Steel Corporation  
Alabama State Senator Larry Means  
Alabama State Representative Rod Scott  
Alabama Dept. Of Industrial  
Relations

Alabama Development Office  
Alabama Labor Department

### Associate Members:

Alabama Power Company  
Blastcrete Equipment Co.  
Drummond Coal Company  
Mercedes-Benz International  
O'Neal Steel Inc.  
University Of Alabama School Of  
Business  
Auburn University School Of  
Engineering



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